

## Target Recruitment Steps

Identify	Who is your target?
Differentiate	What do they want?
Interact	How can you reach them?
Customize	What is your message?

### Identify Who is your target?

### Differentiate What do they want?

#### Targeted recruitment approach:

We need to be innovative, creative, and flexible in our recruitment methods:

- Match the right person to the right position
- Support volunteers with infrastructure for training
- Breaking down the work differently
- Have co-chairs to attract reluctant executive members
- Ask for a (short) term commitment up front
- Offering the volunteer new ways of being involved
- Just change the way we do things
- Make it easy for people to say yes
- If we invite them to come in for one event, they will continue if they see that can contribute.

#### Other strategies that work:

- Get people on the board – with a job that has no responsibilities but gets them at the table and they don't have to take on a big project or chair a committee
- Ask them to join
- Give somebody who is already in your group more training. If they get more confidence they will take on more duties.
- Word of mouth/satisfied volunteers
- Most effective method – a happy volunteer
- Start within your own group – are there people who would benefit from doing more?
- Engage people – don't burn them out

#### Why do people volunteer?

- To help a cause they believe in (95%)
- To use their skills and experience (81%)
- Have been personally affected by the cause (69%)
- To explore one's own strengths (57%)
- To improve job opportunities (23%)
- People also volunteer to have fun and gain a sense of personal achievement.

#### Why they don't volunteer?

- Do not have the necessary time (69%)
- Unwilling to make a year-round commitment (46%)
- Give money instead of time (38%)
- Were not personally asked (37%)
- Already made a contribution to volunteering (22%)
- Did not know how to become involved (20%)
- Don't BELIEVE they have the time
- Television and computer time is going up – volunteering is going down

\* Statistics from Motivations and barriers to learning – fact sheet from the National Survey of Giving, Volunteering and Participating ([www.givingandvolunteering.ca/factsheets.asp](http://www.givingandvolunteering.ca/factsheets.asp))

<b>Interact</b> <b>How can you reach them?</b>	<b>Customize</b> <b>What is your message?</b>
<p><b>Strategies</b></p> <ul style="list-style-type: none"> <li>• 8 - 10 times of contact to move a person to action</li> <li>• Public Service Announcements – use the media for stories</li> <li>• Image – we are a good organization – great place to volunteer</li> <li>• Everyone in your organization knows what you are recruiting for</li> <li>• Have a job description</li> <li>• Make contact with high schools (posters or morning announcements)</li> <li>• Articles in community newsletter</li> <li>• Library newsletter</li> <li>• Welcome Wagon</li> <li>• Satisfied volunteers</li> </ul> <p><b>What groups might have something to give?</b></p> <ul style="list-style-type: none"> <li>• Retirees</li> <li>• Students</li> <li>• Book club</li> <li>• History/genealogy</li> <li>• Other cultural groups and service clubs</li> <li>• Volunteer bureau/Speakers bureau</li> </ul> <p><b>Who are we not appealing to now?</b></p> <ul style="list-style-type: none"> <li>• New Canadians</li> <li>• Young parents</li> <li>• People who work full-time</li> <li>• Yuppies</li> <li>• Corporations</li> <li>• Functionally illiterate</li> <li>• People with mental health issues that we cannot accommodate</li> </ul>	<p><b>What do we offer volunteers?</b></p> <p>What motive can we appeal to? Volunteers feel they have something to give or something to gain.</p> <ul style="list-style-type: none"> <li>• Social – meet other people and get out</li> <li>• Enjoy reading</li> <li>• Value - You visit your library</li> <li>• Love of libraries and books</li> <li>• Give back/contribute</li> <li>• Make connection with professionals (retired)</li> <li>• Community service – compassionate</li> <li>• Put it on a resume (young people)</li> <li>• Political aspirations – leadership experience</li> <li>• Public service</li> </ul> <p><b>Recruitment methods that have worked:</b></p> <ul style="list-style-type: none"> <li>• Feed them</li> <li>• Give and take – benefits of service</li> <li>• Bring a buddy night. Sponsorship of new members (offer free drink or meal).</li> <li>• Shuttle service to brings friends to</li> <li>• Invite people to come to coffee hour, to learn about new books and have a friendly time</li> <li>• Information night – got one person</li> <li>• Information talks – slip in need</li> <li>• Work with high school guidance counselors</li> </ul> <p><b>Recruitment Tips</b></p> <ul style="list-style-type: none"> <li>• Write clear, comprehensive job descriptions</li> <li>• Be honest about the position</li> <li>• Use the “targeted” versus “warm body” approach</li> <li>• Appeal to motivations and describe benefits</li> <li>• Show impact of volunteer participation</li> <li>• Tie into existing marketing practices</li> <li>• Make sure everyone knows what you are looking for</li> <li>• Use technology to recruit</li> </ul>